

Press Release
Embargoed for 19 March 2010

The Asian Banker Excellence in Retail Financial Services Awards 2010

Maybank (Singapore) wins Excellence in Employment Engagement Award for the year 2009

- *For the first time, Maybank (Singapore) wins the prestigious Excellence in Employment Engagement Award for implementing an outstanding employee engagement programme in 2009, resulting in best in class performance.*
- *Over 120 banks and financial institutions from 23 countries across the Asia Pacific, Gulf and Central Asian regions were evaluated as part of the Excellence in Retail Financial Services Programme.*

Singapore, 19 March 2010 – Maybank (Singapore) has won the Excellence in Employment Engagement Award for the year 2009, in the ninth Asian Banker Excellence in Retail Financial Services Awards Programme 2010. The bank received the award at The Asian Banker Excellence in Retail Financial Services Awards 2010 ceremony, held in conjunction with the region's foremost retail banking event, the Excellence in Retail Financial Services Convention. The ceremony was held at the JW Marriot in Shanghai on the evening of March 18th, 2010.

About 120 senior bankers from award winning banks in 22 countries across the Asia Pacific, the Gulf and Central Asian regions attended the formal gala dinner, the industry's celebration of the region's best retail bankers that recognizes their efforts in bringing superior products and services to their customers.

The awards programme, administered by The Asian Banker and refereed by prominent global bankers, consultants and academics, is the most prestigious of its kind.

A stringent three month-long evaluation process, based on a balanced and transparent scorecard, determined the winners and the position of the different retail banks in the region. A full list of winners is attached.

For the first time, Maybank (Singapore) wins the prestigious Excellence in Employment Engagement Award for implementing an outstanding employee engagement programme in 2009, resulting in best in class performance

Maybank (Singapore) wins Excellence in Employment Engagement Award for its achievements in employee engagement in 2009, resulting in best in class staff attrition rates and profitability. The bank outperformed other top candidates for the award such as Siam Commercial Bank (Thailand), and HSBC (Hong kong).

The bank identified the key drivers for employee engagement, a set of core values and modified HR policies and practices. A sophisticated performance management system, a motivating career planning and development and a new rewards and recognition system were the pillars of a successful HR policy.

The employee engagement in Maybank (Singapore) was constantly above benchmark, even on a global basis. The operating profits per staff grew by almost 40% year on year, while attrition rates remained well below industry standard and internal target. Also in external surveys, the bank improved its performance constantly over the last years and showed best in class values in 2009.

“The bank stood out by excelling in the implementation of an efficient and effective employee engagement system. The result of all the indicators of productivity and employee loyalty show that Maybank (Singapore) is an excellent choice for this award” said Mr. Chris Kapfer, Head of the Excellence in Retail Financial Services Programme at The Asian Banker.

Over 120 banks and financial institutions from 23 countries across the Asia Pacific, Gulf and Central Asian regions were evaluated as part of the Excellence in Retail Financial Services Programme

“This year over 120 banks and financial institutions in 23 countries across the region were evaluated as part of the Excellence in Retail Financial Services Programme. It has become the single most prestigious, comprehensive and anticipated awards programme that recognises the pursuit of excellence amongst retail financial institutions available almost anywhere in the world today,” said Philippe Paillart, Chairman of The Asian Banker Excellence in Retail Financial Services Programme.

The transparent award evaluation process uses a balanced scorecard approach and a comprehensive methodology to evaluate the strength of individual banks’ retail banking businesses that involve extensive research and probing interviews, and taps on the combined experience of a team of experienced researchers.

Philippe Paillart, formerly vice chairman and CEO of DBS Bank and a pioneer in the retail banking industry in the Asia Pacific region, added: “The Asian Banker Excellence Programme was instituted in 2001 on the premise that an outstanding player in the retail financial services industry should build business franchises that are sustainable, competitive and profitable over a period of time.”

About The Asian Banker

The Asian Banker is the foremost provider of strategic business intelligence on the financial services industry in the Asia Pacific and Middle East regions. The organization has offices in Singapore, Kuala Lumpur, Beijing and Dubai as well as representatives in Shanghai, London and New York. With a business that revolves around publications, research services, training and forums, the organization is highly regarded in the financial services community for its

incisive and independent commentaries on developments in the industry. The company's website is www.theasianbanker.com.

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